

**A M E N D M E N T**

Please amend the above-identified application as follows:

**IN THE CLAIMS:**

Claims 1-27 (CANCEL)

28. (ORIGINAL) An apparatus for selling an aging food product, comprising:
- a processor, and
  - a storage device that stores a program for directing the processor;
  - the processor being operative with the program to:
    - receive transaction data that represents a transaction;
    - receive an identifier that identifies a customer participating in the transaction;
    - determine a customer rating of the customer;
    - determine a time of the transaction;
    - determine a second discount based on a first discount, the customer rating, and the time of the transaction; and
    - apply the second discount to the transaction.
29. (ORIGINAL) An apparatus for selling an aging food product, comprising:
- a processor, and
  - a storage device that stores a program for directing the processor;
  - the processor being operative with the program to:
    - receive transaction data that represents a transaction;
    - receive an identifier that identifies a customer participating in the transaction;
    - determine a customer rating of the customer;
    - determine a second discount based on a first discount and the customer rating, the second discount being greater than the first discount;

determine a time of the transaction; and  
apply the second discount to the transaction if the time of the transaction is within a predetermined time period.

30. (ORIGINAL) An apparatus for selling an aging food product, comprising:  
a processor, and  
a storage device that stores a program for directing the processor;  
the processor being operative with the program to:  
receive first transaction data that represents a first transaction;  
receive an first identifier that identifies a customer participating in the first transaction;  
determine a first discount for the customer based on the identifier;  
receive second transaction data that represents a second transaction occurring after the first transaction;  
receive a second identifier that identifies the customer participating in the second transaction, the first identifier corresponding to the second identifier;  
determine a customer rating of the customer;  
set a second discount based on the first discount and the customer rating, the second discount being greater than the first discount;  
determine a time of the second transaction; and  
apply the second discount to the second transaction if the time of the second transaction is within a predetermined time period.

Claim 31 (CANCEL)

Claim 32 (CANCEL)

33. (ORIGINAL) A computer readable medium encoded with instructions for directing a processor to:  
receive transaction data that represents a transaction;

receive an identifier that identifies a customer participating in the transaction;

determine a customer rating of the customer;

determine a time of the transaction;

determine a second discount based on a first discount, the customer rating, and the time of the transaction; and

apply the second discount to the transaction.

34. (ORIGINAL) A computer readable medium encoded with instructions for directing a processor to:

receive transaction data that represents a transaction;

receive an identifier that identifies a customer participating in the transaction;

determine a customer rating of the customer;

determine a second discount based on a first discount and the customer rating, the second discount being greater than the first discount;

determine a time of the transaction; and

apply the second discount to the transaction if the time of the transaction is within a predetermined time period.

35. (ORIGINAL) A computer readable medium encoded with instructions for directing a processor to:

receive first transaction data that represents a first transaction;

receive an first identifier that identifies a customer participating in the first transaction;

determine a first discount for the customer based on the identifier;

receive second transaction data that represents a second transaction occurring after the first transaction;

receive a second identifier that identifies the customer participating in the second transaction, the first identifier corresponding to the second identifier;

determine a customer rating of the customer;

set a second discount based on the first discount and the customer rating,  
the second discount being greater than the first discount;  
determine a time of the second transaction; and  
apply the second discount to the second transaction if the time of the  
second transaction is within a predetermined time period.